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Chrysler Canada: Ram Truck Continues Building a Commercial Presence with New 2015 Ram ProMaster City, Offering Best-in-Class Specs Where They Count

- 2015 Ram ProMaster City aggressively competes in the compact Class 1 van segment with a focus on commercial customer needs and total cost of ownership
- Available in cargo van and passenger wagon configurations, new ProMaster City creates opportunity for Ram product line expansion and increased commercial market share
- The new 2015 Ram ProMaster City is developed from the successful Fiat Doblò and features exceptional cargo capability and durability
- Ram ProMaster City best-in-class features:
 - 178 horsepower and 174 lb.-ft. of torque
 - Payload – 854 kilograms (1,883 pounds)
 - Cargo volume – 3,729 litres (131.7 cubic feet)
 - Distance between wheel wells – 1,229 millimetres (48.4 inches)
 - Wheelbase – 3,109 millimetres (122.4 inches)
- 2.4-litre Tigershark™ I-4 engine featuring MultiAir® 2 valve-actuation technology
- World's first commercial van application of nine-speed automatic transmission
- Impressive powertrain warranty – five years/100,000 kilometres
- Offered in two-seat cargo van and five-seat passenger wagon configurations, new Ram ProMaster City offers modern styling and professional appeal in a small, capable package
- Ram ProMaster City offers more than 30 safety and security features, including seven available air bags on wagons and five on cargo vans, and Electronic Stability Control (ESC) technologies
- Ram Truck continues to work with Fiat Professional to develop new product lines in North America

June 26, 2014, Windsor, Ontario - The 2015 Ram ProMaster City is Ram's newest addition to its commercial vehicle lineup, and contributes to the expanding, purpose-built, van segment with a number of best-in-class, functional elements tied directly to commercial customer demand. The new Class 1 entry opens a door for incremental growth of Ram's brand sales volumes.

Joining the larger and highly capable Ram ProMaster™ and popular Ram Cargo Van as a Class 1 van offering, the 2015 Ram ProMaster City will compete with compact commercial and passenger vans with best-in-class attributes in the areas that count: payload capacity, cargo area, performance and fuel economy.

"As businesses strive for lower costs, the demand for a smaller, more efficient van has increased and Ram Commercial is answering with the all-new ProMaster City," said Reid Bigland, President and CEO — Ram Truck Brand, Chrysler Group LLC. "Years ago, the selection of delivery and cargo vehicles was limited and those offerings didn't focus on cost of ownership—today, however, by offering the full size Ram ProMaster and the now the Ram ProMaster City, Ram Commercial can continue building momentum in the commercial market by providing a full line-up for large fleets with a variety of needs."

Ram Truck is tapping into Fiat Professional, one of the largest producers of commercial vehicles in the entire world, backed by more than 110 years of experience. That knowledge has helped Ram Truck enter new segments and expand its product line.

Based on the successful Fiat Doblò, a two-time International Van of the Year winner with more than 1.3 million units sold, the Ram ProMaster City will incorporate familiar Ram Truck design elements and offer features, systems and powertrains preferred by North American customers. The 2015 Ram ProMaster City is Ram's second shared collaboration with Fiat Professional. The 2014 Ram ProMaster full-size van was the first.

Engineered for the North American market

Whether the job is delivering packages, organizing and hauling the tools of a professional tradesman or carting the band's gear to the next gig, the all-new 2015 Ram ProMaster City van is designed and engineered to tackle big jobs with best-in-class cargo volume, payload capacity, horsepower and torque. It does so while delivering versatile functionality, durability and superior ride and handling.

The 2015 Ram ProMaster City shares its basic design with the highly successful, two-time International Van of the Year Fiat Doblò, which is sold around the world. Now in its third generation, the Fiat Doblò is the preferred workhorse for business and commercial uses, a status gained via its ideal size for crowded urban environments and a host of thoughtful and innovative features.

Starting with a winning template, Ram Truck engineers subjected the front-wheel drive van to the full spectrum of severe-duty use expected of commercial vehicles in North America. The lessons from millions of combined development kilometres make the 2015 Ram ProMaster City more robust, durable, functional, comfortable and cost effective for any use.

The 2015 Ram ProMaster City will be offered in two-seat cargo van and five-seat passenger wagon configurations.

Unibody design: rugged and weight smart

The foundation of the 2015 Ram ProMaster City is a steel unibody design. The unibody architecture helps minimize curb weight, a key contributor to the ProMaster City's best-in-class payload capability of 854 kilograms (1,883 pounds). A best-in-class wheelbase of 3,109 millimetres (122.4 inches) offers impressive ride and handling while creating the space needed for the largest cargo area in the segment.

Suspension

The Ram ProMaster City's front axle uses a proven, durable and compact MacPherson strut suspension, tuned for rougher North American roads and class-leading payload capacity.

In a departure from standard practice in the Class 1 van category of using rear leaf springs, the Ram ProMaster City upgrades to an independent, coil-sprung bi-link rear suspension. The ProMaster City's rear suspension incorporates a category-unique independent bi-link configuration that increases driving comfort, enhances stability, and ensures maximum safety characteristics in all load situations.

Front-wheel drive

The Ram ProMaster City uses a front-wheel drive layout that provides several benefits:

- Fewer mechanical parts, resulting in less weight, lower maintenance costs (in large part because there's no rear differential), enhanced mechanical efficiencies and enhanced fuel efficiency
- Optimal cab and cargo compartment space, attributable to the absence of a transmission/prop shaft tunnel – a key enabler to achieving a flat-floor in the cargo compartment area
- More predictable handling in emergency manoeuvres (reduced over- and under-steer characteristics)
- Enhanced traction in rain, mud and snow, a result of the engine weight being situated over the drive wheels
- Greater payload capability due to lighter overall vehicle weight

Dimensions

The Ram ProMaster City is thoughtfully designed.

The hard-working credentials start with a 1,229 millimetres (48.4-inch) span between the rear wheel wells, the widest in the class. Construction tradesmen know that 1,219 millimetres (48 inches) is a common dimension for building materials and loaded pallets – yet those materials rarely measure exactly 1,219 millimetres. The width between the ProMaster City's wheel wells provides an extra margin of capacity so that building materials and pallets can be loaded quickly and easily, without concern over whether the load fits.

Above the wheel wells, the ProMaster City's nearly vertical side panels give it a width of 1,534 millimetres (60.4 inches). Combined with an interior roof height of 1,316 millimetres (51.8 inches), the result is best-in-class volume of 3,729 litres (131.7 cubic feet) for the cargo van version of the ProMaster City. The vertical side panels are upfitter-friendly and simplify the attachment of shelves or storage racks for specialized commercial use.

The floor of the ProMaster City cargo van measures 2,215 millimetres (87.2 inches) in length and is fitted with six standard equipment D-ring tie downs to secure cargo in place.

Each side of the Ram ProMaster City is fitted with a sliding door with a 660 millimetre (26-inch) opening to access the cargo compartment. The roof of the Ram ProMaster City is prepped for load rails or roof racks, available through Mopar with a weight capacity of 70 kilograms (154 pounds).

The rear of the Ram ProMaster City is fitted with 60/40 split swing doors. Using lessons learned from European customers, the larger door swings open toward the traffic (driver) side of the van, making it easy to quickly access larger cargo items and not block the path to the curbside of the van. Both rear doors initially swing open 90 degrees, and can swing to 180 degrees with a simple press of a release button on the door latch. The latch automatically re-engages when the door is closed.

The passenger wagon version of the Ram ProMaster City is equipped with a three-passenger second row. The second-row seating is split 60/40, with each section capable of folding and tumbling forward to expand cargo room. With the seats in place, the ProMaster City passenger wagon offers over one metre (four feet) of cargo length to the rear doors. With seats folded and tumbled, Ram's new van provides nearly two metres (six feet) of cargo length.

Upfitter friendliness

Ram Truck is known industry-wide for being the most upfitter-friendly brand in the truck market. The Ram ProMaster City continues the tradition and features a variety of available upfit systems through Mopar. Adding to the design for adaptability, virtually all primary vehicle systems are packaged forward of the cargo area, leaving the box open to creativity.

Powertrain

The 2015 Ram ProMaster City's powertrain combines MultiAir[®] 2 engine technology and an exclusive nine-speed automatic transmission to deliver best-in-class horsepower and exceptional fuel efficiency.

Tigershark[™]

The all-new 2015 Ram ProMaster City is powered by the 2.4-litre Tigershark I-4. The engine generates a best-in-class 178 horsepower at 6,400 rpm, while its peak torque – 174 lb.-ft. at 3,900 rpm – is also best-in-class in the ProMaster City's segment. The engine's thoughtful construction also suits its Tigershark moniker, while benefiting the ProMaster City's rugged duty cycle.

The engine's four-valve aluminum head hosts advanced valve-actuation technology that is exclusive to Chrysler Group in North America. Dubbed MultiAir 2, the acclaimed electro-hydraulic fully variable system uses a column of oil in place of the traditional mechanical link between the camshaft and intake valves. As a result, it affords precise control of the intake-valve events – beginning and end – which reduces engine-pumping losses, increases volumetric efficiency and cuts carbon-dioxide emissions.

Engine accessory drives enhance the ProMaster City's optimal fuel efficiency. "Smart alternator management" and a variable A/C compressor tap the most efficient times to initiate a duty cycle. Unlike most alternator systems, which

operate continually, the ProMaster City's smart-charge system uses moments of deceleration or braking to run at capacity when necessary. The variable A/C compressor has the ability to operate at multiple speeds rather than full-capacity and off. By reducing the need for full-capacity compressor cycles, engine load is decreased, giving efficiency a boost. Load reduction also translates into overall performance.

Transmission

The centre piece of the all-new ProMaster City's powertrain is its segment-exclusive nine-speed automatic transmission. The ProMaster City is the first commercial van ever to feature a nine-speed automatic, and one of the first vehicles to be so equipped in automotive history.

Also known as the 948TE, the transmission is part of the ProMaster City's standard equipment list. Leveraging its wide gear ratio spread and 3.73:1 final-drive ratio, the advanced-technology transmission and well-matched engine will combine to deliver fuel economy ratings unsurpassed by any standard-equipment powertrain in the ProMaster City's segment.

The 948TE delivers the right response at the right time. Its 4.70 first-gear ratio delivers the kind of acceleration required of nimble delivery vans: 0-to-48 km/h in an estimated 3.7 seconds and 0-to-96 km/h in an estimated 9.8 seconds.

The new transmission also delivers power smoothly, a result of optimized gear-ratio steps, which provide the perfect balance of power, comfort and fuel economy. While the 948TE is plenty efficient on its own, Electronic Range Select (ERS) offers hands-on control of its unique capabilities. ERS allows customers to manually set the highest available gear for a particular task, such as operating under heavy loads. The result is enhanced throttle response when throttle response is needed most.

Design

The Ram design team started with a functional exterior and interior, adding distinct Ram styling while adapting the new van for North America.

Exterior

The exterior design and related body systems on the all-new 2015 Ram ProMaster City collectively deliver outstanding versatility, practicality and a level of refinement unexpected in the commercial small van category. Exterior styling is identified by smooth body lines, wraparound bumpers and twin-reflector headlamp clusters. Although the cargo area is carry-over from the previous model year Fiat Doblò, from the front door cut forward, the Ram ProMaster City is all-new, encompassing the signature crosshair grille and Ram's head logo as the focal point.

The fluid body lines give ProMaster City a strong, modern and professional representation and assure its presence in the Ram Commercial line up. The tucked front-wheel drive packaging is compact allowing for a short hood. This design provides a better vantage point of the front corners, useful when manoeuvrability is key and important to commercial customers.

Borrowing from its big brother, the ProMaster City's front and rear bumpers run high on the body to keep functional lighting out of danger, resulting in reduced repair costs and downtime.

The new van features plenty of real estate on all sides. This space allows for businesses to post signage and graphics – a rolling billboard to help promote the owner's business or sponsor. Three different window options are available on both trim levels.

The Ram ProMaster City may be loaded and unloaded multiple times a day, leaving impressive dimensions and capacities as must-have features. The Ram ProMaster City offers a cargo area width of 1,534 millimetres (60.4 inches), a cargo area height of 1,316 millimetres (51.8 inches) and a step-in height of 546 millimetres (21.5 inches). In addition, on each side of the vehicle there is a small, practical step that allows the user to get into the load area.

Interior

The Ram ProMaster City uses a simplified colour palette with durable fabrics. Inspiration for the all-black with grey

accents came from items that can be found in a vocational environment: tool boxes, hand tools and lumber. The new van achieves a commanding presence that promotes roominess, ergonomics and practicality for increasingly demanding customers who depend on their vehicle as a partner for vocational use or to transport passengers.

Interior design and function is paramount for a light commercial van in which the driver may be on the road for most of the day, sometimes under harsh conditions. The cabin of the ProMaster City was therefore designed with comfortable driving ergonomics, important because the van may be a mobile office and/or small work shop.

ProMaster City cargo models offer a load compartment with an easy, four-way access, best-in-class cargo volume of 3,729 litres (131.7 cubic feet) and cargo width of 1,534 millimetres (60.4 inches). Because goods always need to be transported securely, the new van is fitted with accommodations to hold down goods on the floor. Six tie-down rings with a 454 kilogram (1,000-pound) combined rating, fold away to maintain a flat floor for easy loading and unloading operations. A high roof height allows ease of movement when working in the cargo area and contributes to best-in-class standard cargo capacity. Cargo van models feature standard front vinyl flooring.

Ideal for locksmiths, caterers, package delivery, telecommunications, heating and cooling, painters or florists, the best-in-class 1,229 millimetre (48.4-inch) width between wheel wells allow the ProMaster City to load up a full-size pallet. Wagon models feature four tie-down rings, a full length headliner and carpet that covers the floor. Panel mouldings cover the rear of cargo area, up, over and around the wheel wells and additional storage trays at seated shoulder level incorporate a retractable cover to keep cargo out of view.

Safety and Security

Safety and security were two of the guiding principles followed by engineers throughout the development of the new 2015 Ram ProMaster City. Ram's new Class 1 van offers over 30 active and passive safety and security features. The ProMaster City also includes standard ESC, hosting a number of technologies to assist the driver. Security also means notification of the traffic around you. Ram ProMaster City features available ParkView® Rear Back-up Camera and Park-Sense® Rear Park Assist with audible warning, all of which are useful when manoeuvring in the city.

Electronic stability control

The standard Electronic Stability Control (ESC) system on the new Ram ProMaster City is a sophisticated four-channel (independent control to all four corners of the vehicle) active handling system that links the vehicle's dynamic control systems to assist the driver in maintaining control under demanding or adverse conditions such as wet, snow-covered or icy roads, tight turns and evasive manoeuvres. In effect, the ESC determines the driver's intentions and optimizes overall vehicle control to keep the dynamic forces within select limits in any driving situation – nearly transparent so control seems almost intuitive.

Uconnect™

ProMaster City customers can make the best use of their valuable time by leveraging Uconnect's easy-to-learn, easy-to-use interface – acclaimed for its convenience and sensible design. Hands-free communication in the all-new 2015 Ram ProMaster City is made convenient via reliable Bluetooth technology. A full-colour, five-inch touchscreen is available with global positioning satellite (GPS) navigation, providing Ram ProMaster City customers the ability to chart time-saving routes to their destinations.

Best practices

In total, the Ram ProMaster City test fleet accumulated millions of kilometres enabling Ram and Fiat teams access to real-world data. This includes testing done in laboratories in Turin, Italy and Auburn Hills, Mich. (U.S.A.), at Fiat and Chrysler Group proving grounds, as well as reliability testing on public roads in many different climates in Europe and the United States.

The 3/60 Reliability Testing, appropriately named as each test car accumulates 60,000 kilometres (equivalent to three years of use) in about three months, is conducted day and night by teams of drivers. To reflect typical daily driver scenarios, the test drivers do not originate from the engineering ranks and are intentionally chosen from diverse backgrounds to represent customers of different ages, sizes and ethnicities. The test drivers scrutinize all the customer functional aspects of each vehicle as well as overall driving evaluations. This includes radio and navigation

system checks, seat-belt buckling, heating and ventilation operation and opening and closing storage compartments and windows.

Configurations

The 2015 Ram ProMaster City offers eight different configurations:

Cargo with solid side and rear panels
Cargo with rear windows
Cargo with rear and side windows

SLT Cargo with solid side and rear panels
SLT Cargo with rear windows
SLT Cargo with rear and side windows

Wagon with rear and side windows
Wagon SLT with rear and side windows

Manufacturing

The 2015 Ram ProMaster City will be assembled at the TOFAS plant in Bursa, Turkey. Awarded the World Class Manufacturing Gold Medal, this 3.6-million sq. ft. (83.7 acre) state-of-the-art plant also assembles the Fiat Doblò. Both the cargo van and passenger wagon will be imported through Autoport in Halifax, N.S.

Ram Truck

Since its launch as a stand-alone division of Chrysler Group LLC in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck continues to invest substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Moving into the 2015 model year, Ram continues beat the competition in the two most sought-after titles, fuel economy and towing capacity.

Best-in-class fuel economy with exclusive EcoDiesel – 8.4 litres per 100 kilometres (34 mpg) with Ram 1500
Best-in-class towing capability – 13,608 kilograms (30,000 pounds) with Ram 3500

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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